

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
June 15, 2005**

Members present

Kevin Bolling, Daniel Cawley, Ming S. Chiu, MD, Curtis Coleburn, Audrey Douglas-Cooke, RN, MS, Jose F. Dimas, Rickie E. Fulcher, Lolly Gilmore (departed at 2:00), Senator Emmett W. Hanger, Jr., Barbara Hughes (departed at 1:25), Patrick Hughes, Delegate William Janis, Maria D. Kelly, MD, Rakesh Kureja, MD, Robert Leek (arrived at 1:10), James L. McDaniel, MD, Delegate John O'Bannon, III, MD (departed at 12:45), Robert Stroube, MD (departed at 1:00), Tobin G. Van Ostern, Senator John Watkins (departed at 2:05).

Members not present

Richard Bennett, MD, Debra Keith, Dixie Wolf.

Staff

Terri-ann Brown, Jeannette Coleman, Marty H. Kilgore, Danny Saggese, and Marge White.

Counsel

Anne Marie Cushmac

Called to order

Rickie Fulcher called the meeting to order at 12:15 p.m.

Minutes

Motion to approve the minutes: Del. Bill Janis

Second: Dr. Stroube

Vote: Unanimous in favor

Chairman's Comments

I would like to take this opportunity to welcome everyone today; I appreciate your efforts on behalf of the children within the Commonwealth of Virginia.

It has been an exciting year filled with many challenges and new directions within our Board and it's Mission.

As we turn a new page within the life of our organization, look back, remember and be proud of what we have accomplished this year. We have moved forward and each of us as individuals and collectively have been a part of that momentum. Evidence of this forward momentum is apparent within today's agenda.

We will be hearing about the efforts which are underway concerning Prevention Connections. A Strategic Plan has been drafted, it's mission has been defined and goals are being established which will work at bringing this organization to the forefront in providing basic and start-up funding to reach beyond the defined parameters of the VTSF.

Our Fourth Annual Grantee Training Conference will be held in October. This event is sponsored by the VTSF and is used not only as a training event but also as an informative conference in covering current tobacco trends and issues. The more information we are able to supply our grantees and colleagues the better informed they will be in combating underage smoking.

We will also be reviewing and hopefully renewing contracts today for Fiscal Year 2005/2006. While funding has been an issue and will continue to be an issue for us in the coming year, we have been diligent in working within contracts to insure that we have and will continue to receive the maximum benefit for the dollar invested.

In addition, we will be reviewing the contract for the Youth Tobacco Survey. This survey is extremely important in that it allows us to measure our successes as well as point out areas in which we need to concentrate our attention. While we have been successful in the past we always have to be looking for areas to find opportunities to improve.

As we start to look at our upcoming year, I would hope that we will work toward finding and drafting legislation which will enable us to secure opportunities to educate and improve the appropriating body's understanding of the important task to which we have been assigned.

“Our success will be measured tomorrow by the quality of life within those we have touched today.”

I would like to take this opportunity to thank the Staff for its support, understanding and forethought in helping to guide this board to the success it has had thus far. A board is only competent if the Staff it employs is more competent. Thank you for all that you have done.

In closing, I thank you, the board, for allowing me to serve as your Chairman for the past two years; it has been an honor and privilege.

Director's Report

PROGRAMS: On March 17, the Grants Program Administrators met to review the procedures for the grant renewal application review process. Grant renewal applications were due to VTFS on March 29. Eighty-seven renewal applications were received, out of ninety-two eligible grantees. Regional Advisory Boards met throughout April and May to review the applications and provide recommendations for funding. After approval by the Program Committee and Board of Trustees, grantees will be notified on June 16 regarding the status of their application.

MARKETING: On March 29, four new television commercials from the Y Campaign hit the airwaves statewide. On June 6, five new radio commercials launched statewide. The spots will run throughout the summer during programming that is frequented by the campaign's target audience—youth aged 10-17 in Virginia.

MARKETING CAMPAIGN EVALUATION: The VTFS received the results of the seventh wave of the bi-annual field study conducted by the Southeastern Institute of Research. This study is responsible for measuring the awareness and effectiveness of the VTFS youth tobacco use prevention marketing campaign among the youth of Virginia. After three years, the awareness level of the VTFS's *ydouthink* Campaign has risen to 78% among the target audience: kids in Virginia ages 10-17. The Campaign's awareness level has now been consistently strong (between 74% and 78%) for 18 consecutive months.

STREET MARKETING: In April, *ydouthink* hosted the 2nd Y St. Trainings all over Virginia. With Y St., high school youth are trained to work with their local market manager to promote *ydouthink* at all of the places that their peers hang out. Y St. Members will also have the ability to give their input on the direction of the campaign. Now that the trainings are complete, there are hundreds of youth statewide that are advocating amongst their peers for tobacco use prevention. Overall, each of the four Market Managers are responsible for attending five youth events per week, which puts the *ydouthink* Campaign on pace to directly interact with approximately 50,000 kids in Virginia at 1,000 different events annually.

YOUTH TOBACCO SURVEY: The VCU Survey and Evaluation Research Laboratory (SERL) began to contact schools chosen in the random sample during the month of March. SERL is continuing to receive responses from school divisions regarding participation in the fall 2005 Youth Tobacco Survey. To date, 27 divisions have responded favorably, while 8 have declined. Numerous school divisions have indicated they will respond over the summer as school board meetings occur. The percentage of positive responses is currently 50%; therefore, VTFS is optimistic that it will achieve a 60% or greater participation rate overall. Administration will occur in October, in coordination with DMHMRSAS's Community Youth Survey.

RESEARCH: VTSF received research renewal applications from its current research grantees. All applications are being recommended for renewal at a total funding level of \$1,667,317.

MEDIA: VTSF had two successful articles run in the Richmond Times-Dispatch in April. The first was an article on the latest television commercials which ran on the front page of the business section on April 6. The second was an article on the Y Street Trainings in Roanoke. This article ran on April 24 in the Metro section. Both of these articles are included in your packet of news clips for May.

Committee Reports:

Programs:

The committee reviewed options for future funding cycles. It decided to offer three-year grants in the next RFP to be issued this fall, using approximately \$3.2 million each year. It also decided to offer the remaining funds for one-year grants so new organizations would have an opportunity to be funded each year.

The statewide grantee training will be held in October. It will offer a joint session for research and program grantees to review VTSF outcomes and to gain information on how to interface research and program areas.

Chairman Fulcher asked Pat Hughes, the committee chair, to present the new business items during his report.

Motion: approve the recommendations made by the Regional Advisory Boards (RAB) for renewal grants as presented in the board package: Pat Hughes

Second: Dr. Kelly

Discussion: Del. O'Bannon asked for a description of reasons some grant renewal applications were not recommended for a renewal contract. Mr. Hughes read several examples from the RAB summaries for various grantees developed as a result of the review sessions. Mr. Cawley asked if the board members could receive a copy of all of the summaries in order to be able to provide feedback if grantees contacted them directly. Copies were provided during the course of the meeting.

Vote: Unanimous in favor

Motion: approve contracts for VCU for the Youth Tobacco Survey, VCU for program evaluation, and the Department of Alcoholic Beverage Control for enforcement efforts as presented in the board package: Pat Hughes

Second: Del. O'Bannon

Vote: Unanimous in favor

Motion: approve the use of unobligated program funds for a contract with James Madison University in the amount of \$210,000 for regional *Prevention Basics* trainings and \$260,000 for resource materials for tobacco use prevention for 300 Virginia middle schools, 35 Community Services Boards, and 5 VTSF regional offices: Pat Hughes

Second: Dr. McDaniel

Vote: Unanimous in favor

Mr. Hughes also commented that the committee is exploring other options for the remaining program funds and will bring recommendations to a future meeting.

Marketing:

Danny Saggese reported the awareness level of the Y Campaign among the target audience has risen to 78%, according to the latest results of the seventh bi-annual field study. Additionally, the campaign has now sustained an awareness level between 74% and 78% for 18 consecutive months.

Y St. Trainings were held in April with over 250 youth successfully trained to be advocates and brand champions for *ydouthink*. The next trainings are currently being planned for the fall.

Mr. Saggese informed the Board that the Marketing Committee is recommending the renewal of contracts for all of the four existing marketing contractors. These recommendations are based on the current success of the Campaign, the high level of performance from the contractors throughout the year, and their strong responses to the renewal proposal. The Board was referred to the “Summary of Proposals Recommended for Renewal” within the board packet for additional details.

A brief discussion about the campaign’s “Rantmobile” transpired, based on the decision to discontinue its full-time use for street marketing activities. It was determined that despite the reestablishment of funds necessary to continue its use (approximately \$75,000), the “Rantmobile” may not be the most effective marketing tool for those funds. The Board requested that the marketing director provide idea and project recommendations at the next meeting.

Motion: approve the marketing renewal contracts for Barber Martin Agency, Inc., freeRadical, Inc., Rescue Productions, Inc., and Southeastern Institute for Research, Inc. as presented in the board package: Barbara Hughes

Second: Dr. Kelly

Vote: Unanimous in favor

Research:

The Tobacco Control Research Consortium of Virginia formed a subcommittee to develop a *White Paper* on the history and vision for VTSF research. The document was distributed to the VTSF board, and Dr. Kelly noted that it is a comprehensive document. She said she would pursue with the committee the development of a shorter version for public relations and grant application purposes. She also stated the next Consortium meeting may be held in the late summer or it may be delayed until the October training event.

Motion: Approve amounts for renewal grants for George Mason University, James Madison University, and Virginia Commonwealth University as presented in the board package: Dr. Kelly

Second: Audrey Douglas-Cooke

Discussion: Dr. Kelly noted that the renewals were approved for two years in June 2004 and the board is being asked to affirm the actual contract amounts.

Vote: Unanimous in favor

Public Comment

None

Budget

Marge White reported that the Treasury loan was received in March and paid back in April. She presented the year-to-date expense report and balance sheet and noted all areas were projected to be within the budget at year end. She asked board members to email Wilma Jordan, business manager, if they wanted to receive the year-end financial report prior to publication in the VTSF annual report.

Old Business

Compensation Policy

Curtis Coleburn reviewed information related to the employee and organizational surveys conducted regarding a new compensation policy for full-time staff.

Motion: Approve a new policy to offer three options in each of even and odd fiscal years based on performance ratings as presented in the board package: Curtis Coleburn
Second: Patrick Hughes

Discussion: Mr. Coleburn noted the proposed policy was projected to save a significant amount of funds over a six-year period.

Vote: Unanimous in favor

Prevention Connections

Marge White reported that the Prevention Connections Board would be meeting after the VTSF board meeting. A draft strategic plan has been developed and initial grant applications are being drafted.

New Business

Marge White discussed the desire by staff to have some flexibility within the approved budget to adjust line items. This would assist staff, such as in the event that the Master Settlement Agreement payment is lower than projected, and line items must be adjusted. This would also help prevent the need to convene the executive committee or the board when minor adjustments are needed.

Motion: Delegate authority to the executive director to adjust the budget between line items by up to 2% of the total annually: Dr. McDaniel

Second: Bob Leek

Discussion: The board discussed whether the adjustments should be subject to additional approval from the chairman. Members concurred this was a good approach.

Substitute Motion: Delegate authority to the executive director with subsequent approval by the board chair to adjust the budget between line items by up to 2% of the total annually: Dr. McDaniel

Second: Bob Leek

Vote: Unanimous in favor

Curtis Coleburn presented a slate of two candidates for the positions of chairman and vice chairman. He stated that the current chairman and vice chairman had agreed to be nominated for these positions. No other nominees were presented from the floor.

Motion: To elect Rickie Fulcher as chairman and Bob Leek as vice chairman for the term commencing July 1, 2005 through June 30, 2006.

Second: Dr. Kelly

Vote: Unanimous in favor

Adjournment

2:30 p.m.